

BEAUTY EXPO s.r.o., ID: 27373029, VAT ID: CZ27373029
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Smaragdova 322, CZ - 154 00 Praha 5, Czech Republic

**BEAUTY
EXPO**
s.r.o.

**WORLD OF BEAUTY
& SPA 2010 AUTUMN
PRAGUE - CZECH REPUBLIC
3rd - 4th Sep 2010**

**WORLD OF
BEAUTY & SPA
PODZIM - AUTUMN - HERBST
2010**

Every event (figures of 2009):
ABOUT 330 EXHIBITORS, 450 BRANDS
20 000 VISITORS (85% EXPERTS)

www.beautyexpo.eu

INVITATION FOR EXHIBITORS

Ladies and gentlemen,

We would like to invite you to the 10th edition of the greatest cosmetic and hairdressing trade fair held in the Czech Republic - WORLD OF BEAUTY & SPA 2010 AUTUMN, taking place on September 3rd - 4th 2010 in the very modern central halls of O₂ arena in Prague with a special hairdressing show and further attractive program.

On our web sites www.beautyexpo.eu you will find besides other information a photo-gallery containing pictures from the previous trade fair including presentations, performances of experts, competitions and photos of some of our exhibitors' stands providing you with a general overview from this event. According to the visitors, exhibitors and foreign partners acceptances, **WORLD OF BEAUTY & SPA trade fair** is believed to have become the right place in the Czech Republic to get important information about new developments, possibilities and coming trends in cosmetics, hair care, wellness and healthy life style as well as a place to establish future successful cooperation or to gain new business contacts. The concept of **WORLD OF BEAUTY & SPA trade fair** has been based on number of exhibitors' and visitors' surveys, questionnaires as well as the professional advice. We have been also using our abroad experiences gained from events all over the Europe where we established strong business relationships and where we have often accompanied the champions of our competitions on their participation within some international championships.

Among the sectors of the WORLD OF BEAUTY & SPA trade fair we would like to point out the following:

- **BEAUTY TREATMENT: SKIN- AND BODYCARE, BEAUTY SALON EQUIPMENT**
- **BIOCOSMETICS, HEALTHY LIFESTYLE**
- **WELLNESS & SPA, RELAXATION, MASSAGE, ARTIFICIAL TANNING DEVICES**
- **HAIRCARE, HAIRSTYLING, DECORATIVE COSMETICS, PERMANENT MAKE-UP, BODY TATTOOS, ACCESSOIRES**
- **NAIL DESIGN, NAIL ART, MANICURE**
- **PEDICURE PRODUCTS AND APPARATUS**
- **EDUCATION, TRAINING (WORKSHOPS), BRANCH LITERATURE**

Dear business partners,

May you be interested in visiting, exhibiting or other forms of cooperation (such as presentation, advertising or performance), please do not hesitate to contact us.

We are ready to answer all your questions on the phone numbers or e-mail.



Ing. Lenka Konečná
Director of the trade fair & BEAUTY EXPO team
info@beautyexpo.cz
www.beautyexpo.eu

CONDITIONS OF PARTICIPATION

1. CONCLUSION OF THE CONTRACT AND ALLOCATION OF EXHIBITION SPACE

- 1.1. Contract for the participation of exhibitors in the trade fairs organized by BEAUTY EXPO can be concluded on the basis of properly filled out and signed application form and the invoiced payments for the exhibition space.
- 1.2. Order for the exhibition space sent to BEAUTY EXPO is binding for the exhibitor, even in such a case when the BEAUTY EXPO cannot fulfil all the requirements of the exhibitor concerning the dimensions or the kind of exhibition space.
- 1.3. In case that the BEAUTY EXPO does not fulfil all the exhibitor's requirements regarding the dimensions and kind of exhibition space, then contract concluded according to the conditions becomes valid, if the BEAUTY EXPO does not receive exhibitor's objections within a fortnight.
- 1.4. The minimum surface of exhibition space is 6sqm. Minimum depth of the stand is 2 m. Maximum height of the stand is 2,5m.
- 1.5. Exhibition space allocated to the exhibitor cannot be sublet to any third party or person. The only exception is for exhibitors who organize a joint participation for several exhibitors which is duly stated in their order.

2. RENTAL FEES FOR EXHIBITION SURFACE, REGISTRATION FEE

- 1.1. Rental fees for both indoor and outdoor exhibition space is given in the applications forms. Rental fee depends on the dimensions of rented exhibition space. Fractions of square meters are counted as full square meter. Rental fees are understood to cover the period of assembly (construction of the exhibition), period of the Fair and period of the liquidation. Rental fees include:
 - basic illumination
 - heating
 - fire protection
 - night guarding
- 1.2. Exhibitor's registration fee includes the following items:
 - inclusion of basic data about the exhibitor into the Catalogue of the Fair
 - 2 pieces of the Catalogue of the Fair free of charge
 - 5 exhibitor's identification cards

Registration fee must be paid also by the co-exhibitor, if he wants to be stated in the Catalogue of the Fair independently.

3. CONDITIONS OF THE PAYMENT AND SANCTIONS

- 3.1. BEAUTY EXPO sends an invoice for the ordered area after receiving order. The invoice is to be paid within the fortnight but must be paid one week before the beginning of Fair at the latest.
- 3.2. Ordering of other auxiliary services is subject to an 100% advance payment.
- 3.3. BEAUTY EXPO is entitled to exclude the exhibitor from the Fair if he does not fulfil the obligations of the Contract, Conditions of the Fair, payment terms or safety measures. The exhibitor pays in such a case full rental fees and other promotional costs.
- 3.4. BEAUTY EXPO has also the right to abolish its obligations in such a case when the full payment of the rental fees for all the rented exhibition surface and for services were not made one week before the beginning of the Fair. Advance payment is not returned in this case.
- 3.5. In case of cancellation of exhibitor's participation one month (incl.) and less before the beginning of exhibition construction, the exhibitor is obligatory to pay the cancelation fee in amount of 80% of expected rental fees. In case of cancellation of exhibitor's participation one week (incl.) and less before the beginning of exhibition construction, the exhibitor is obligatory to pay the cancelation fee equals to 100% of expected rental fees.

Registration fee in all cases of cancellation remains with the BEAUTY EXPO.

4. EXHIBITOR'S OBLIGATIONS AND RIGHTS

- 4.1. Commercial activities on the Fair are ruled by the usual regulations and the legislation of the Czech Republic.
- 4.2. The exhibitor is entitled to advertise his products/services only in his own exposition. Posters, publicity shields and other publicity materials as well as introduction of exhibitor's own audio-visual programs and clips can be placed on the special places allocated by BEAUTY EXPO for special fees but must be announced in advance.
- 4.3. Exhibitors must preserve the period of common arrivals at and departures from the exhibition space of the Fair.
- 4.4. Exhibitor's wishes to make his own realization of the exhibition stand must be first consulted with the BEAUTY EXPO.
- 4.5. In case of theft or damage of the exposed samples or equipment the exhibitor must immediately report it to the police and the BEAUTY EXPO. **In case of height of the stand more than 2,5 meter, the project has to be approved by the organizer.**
- 4.6. The BEAUTY EXPO does not accept any liability for theft or damage. To cover those risks, exhibitors are requested to sign up a trade fair insurance on their own. In addition to this the organizer does not accept any liability for personal harm.
- 4.7. The exhibitor has the right to publish data about his company in the Catalogue of the Fair.

5. FINAL STATEMENTS

- 5.1. In case, that the BEAUTY EXPO due to causes beyond its control (force majeure) cannot open the Fair and assure its course for the full planned period or for part of this period, it will announce it to the exhibitors. All the obligations of the BEAUTY EXPO from the concluded Contract concerning the participation of the exhibitor at the Fair are void. In such case the exhibitor has no right for indemnification of possible damages. The BEAUTY EXPO is entitled to withhold an appropriate part of fees which were paid by the exhibitor.
- 5.2. Any claims of the exhibitor to the organizer must be applied for within two weeks after the end of the Fair. All such claims must be presented in written form. All the claims of the exhibitors are void when 6 months have elapsed since the end of the Fair.
- 5.3. Obligations from the Contract are ruled by the legislation of the Czech Republic.

APPLICATION / ADDRESS FOR EXHIBITION CATALOGUE

Company: _____ To be entered under letter: _____

Manager: _____

Address: _____

Postal address: _____

ID: _____ VAT ID: _____

Phone: _____ Fax: _____

GSM: _____ E-mail: _____

WWW: _____

We're representing the following brands and products (max. 200 letters): _____

ORDER OF EXHIBITION SPACE - DEADLINE: JUNE 30th, 2010

REGISTRATION FEE: 85,- €

ROW SPACE (min 6 sqm) 75,- € / sqm sqm: _____ Front x Depth: _____ x _____

CORNER SPACE (min 15 sqm) 85,- € / sqm sqm: _____ Front x Depth: _____ x _____

END SPACE (min 25 sqm) 90,- € / sqm sqm: _____ Front x Depth: _____ x _____

ISLAND SPACE (min 35 sqm) 95,- € / sqm sqm: _____ Front x Depth: _____ x _____

ORDER FOR EXHIBITOR'S SERVICES - see pages 5 and 6.

I only need line for current and electro devices according to the offer enclosed YES NO

I am interested in stand building according to the offer enclosed YES NO

I am interested in joining the branch program YES NO

WE ARE ABLE TO SUPPORT YOUR CONTACTS TO THE CZECH MARKET

Please fill out: We would like to discuss a further promotion

Distributor wanted Beautician wanted We are looking for: _____

The prices are netto. In accordance with the actual legal rules VAT will be added to all prices.

Please send the correctly filled out form by e-mail, fax or to above mentioned postal address.

DATE

SIGNATURE AND STAMP

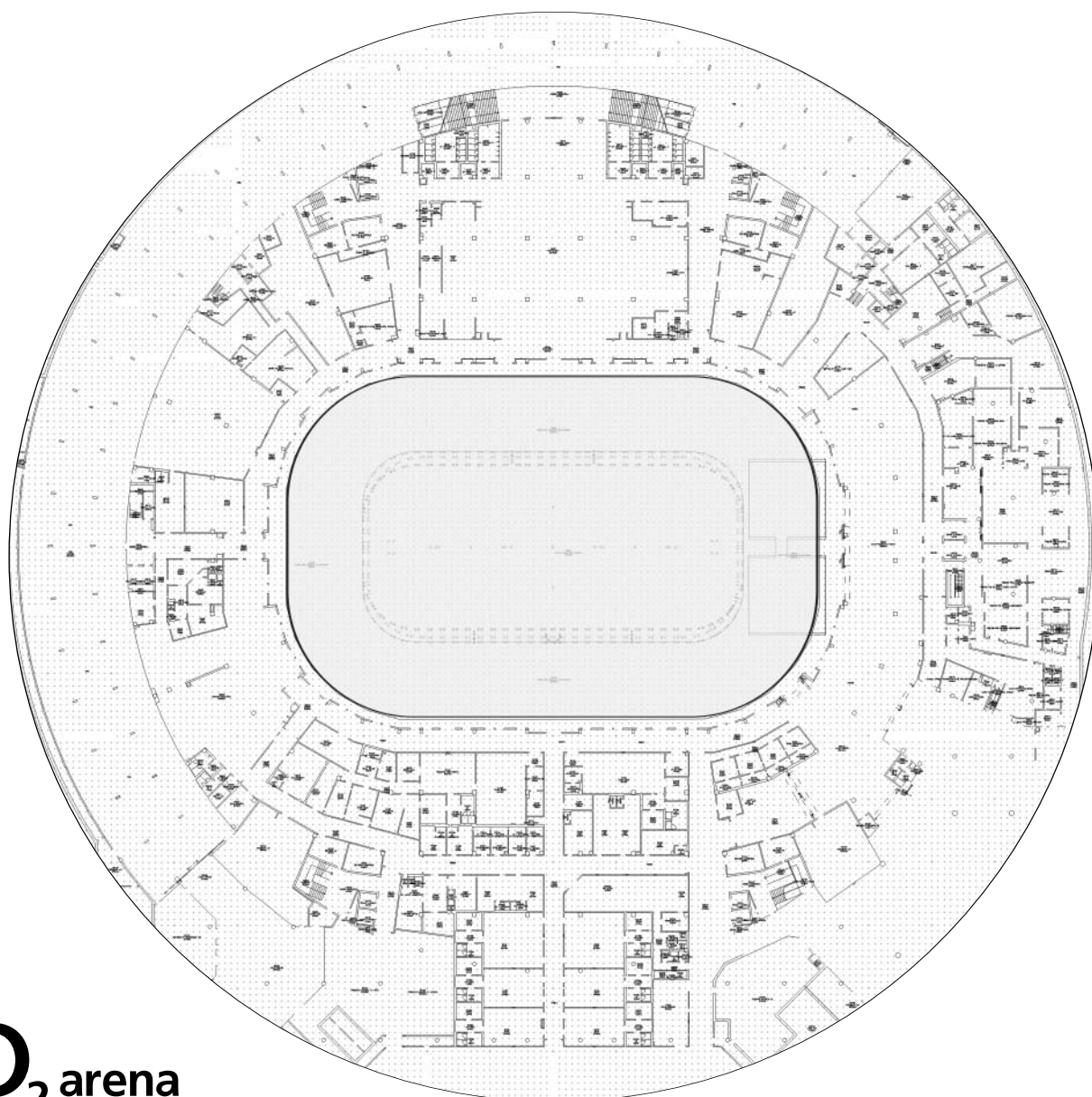
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WE EXHIBIT THE FOLLOWING PRODUCTS

- A Professional skin-care and decorative cosmetics, bodycare**, biocosmetics, permanent make-up, body tattoos
- B Beauty salon equipment**: skin treatment apparatus, technical devices, work clothes
- C Courses**: Advanced training, training courses, publishing houses
- D Direct sale**: cosmetic and hairdressing products
- H Hairdresser's professional products**
- N Nail design, nail art, manicure**
- P Pedicure products and apparatus**
- T Toilet-sets**, goods for personal care, bijouterie, perfumes, accessories
- W Wellness, SPA, aromatherapy**, massage and ayurveda care, acupuncture, acupressure and other medical disciplines, medical engineering, physiotherapy, free sale drugs and preparations for health support and vitality, healthy nourishment, vitamins, sport and health - artificial tanning devices, sauna etc.



O₂ arena

APPLICATION / ADDRESS FOR EXHIBITION CATALOGUE

Electro devices and other	Price	stk
line for current up to 2,3 kW, 230 V - 10 A	230,- €	<input type="checkbox"/>
line for current up to 4,6 kW, 230 V - 20 A	325,- €	<input type="checkbox"/>
line for current up to 6,9 kW, 230 V - 30 A	425,- €	<input type="checkbox"/>
line for current 11 kW, 380 V - 3x16A	525,- €	<input type="checkbox"/>
line for current 17,2 kW, 380 V - 3x25A	725,- €	<input type="checkbox"/>
electric distributor for more powerful line for current up (380 V)	90,- €	<input type="checkbox"/>
spot light (60 - 100 W)	10,- €/pcs	
additional cable	10,- €/pcs	
fridge + night current (80+20)	120,- €	<input type="checkbox"/>
coffe - pot	10,- €/pcs	

Stand:	Price	stk
basic stand (walls, front sign)	30,- €/sqm	
1 meter of wall	30,- €/m	

Equipment:	Price	stk
vitrin of glass (2 shelves included in price): 1000 × 1000 × 2500	50,- €/pcs	
vitrin of glass (2 shelves included in price): 1000 × 500 × 2500	45,- €/pcs	
vitrin of glass (2 shelves included in price): 500 × 500 × 2500	35,- €/pcs	
information desk glass upside: 950 × 500	40,- €/pcs	
information desk: <input type="checkbox"/> with a shelf inside <input type="checkbox"/> without a shelf 950 × 500	30,- €/pcs	
high inform. desk: <input type="checkbox"/> with a shelf inside <input type="checkbox"/> without a shelf 1125 × 500	35,- €/pcs	
shelf (3 shelves included in price): 1000 × 500 × 2500	30,- €/pcs	
shelf (1 pcs): 1000 × 330	10,- €/pcs	
transversal shelves	30,- €/pcs	

Equipment:	Price	stk
lockable rear door	35,- €/pcs	
panel for construction	20,- €/pcs	
cupboard lockable	25,- €/pcs	
curtain	20,- €/pcs	
carpet colour: _____	8,- €/sqm	
round table - diameter 60 cm	10,- €/pcs	
desk 800 × 800 × 70	10,- €/pcs	
chair	10,- €/pcs	
cocktail seat	15,- €/pcs	
garderobe	5,- €/pcs	
cold water connection + sewer	250,- €	<input type="checkbox"/>
hot water connection + sewer	350,- €	<input type="checkbox"/>
kitchen (sink, cooker, fridge, heater)	450,- €	<input type="checkbox"/>
recycle bin	5,- €/pcs	
glasses, cups, teaspoon	10,- €/pcs	
cleaning of stand	1,- €/sqm	<input type="checkbox"/>
hostess - foreign language	70,- €/day	
Further equipment wanted: _____ _____ _____		
company logo requested (send in PDF)	depends on logo	<input type="checkbox"/>
name wanted on the front sign	1,5 €/letter	<input type="checkbox"/>

The prices are netto. In accordance with the actual legal rules VAT will be added to all prices.

Please send the correctly filled out form by e-mail, fax or to above mentioned postal address.

DATE

SIGNATURE AND STAMP

